How We Use Your Information

Our products and services are made to be simple and easy to use, but a lot of work goes into keeping them up and running! One of the key elements that powers our products and services are information that's either shared or intuited — so here's a quick walkthrough of the information we use, and how we use it!

Develop New Features & Improve Existing Ones

For Development

Our teams work closely together to develop fun, imaginative new features. YOU actually help out our development team every day, just by using the TAPP® and the TAPP Platform!

We're always looking for ways to improve our products and services too. Sometimes, we'll change how a feature works or how TAPP® and the TAPP Platform looks. Your information can help us decide what kind of improvements we should make. For example, by giving us your permission to your location data on your device, TAPP® and the TAPP Platform can show YOU Places that you've recommended on the TAPP Map and the recommendations that your friends and family have made for the same general location that YOU happen to be at. Studying data from a lot of people using TAPP® and the TAPP Platform can help us see trends in the ways that people use our products and services. This helps inspire us to improve TAPP® and the TAPP Platform in big ways, on a larger scale!

Keep Things Up & Running

For Operations

TAPP® and the TAPP Platform works by sharing some information YOU ask us to — like a List YOU want to send to a friend, or to add your friends' recommendation to your own List. Specific features, like TAPP codes for easy person-to-person invites to join each other's private community or the TAPP Map feature described above in the previous section.

To keep things running, we also monitor the way our products and services are used, analyze trends, and listen to your feedback to help improve them every day! For example, we might analyze how long you're in TAPP® and the TAPP Platform, what features YOU use the most, and what Content YOU like to save and share. This helps us better understand what's resonating with the TAPP® eco-system — and lets us know what Content people are enjoying the most!
We also use some of your information to help keep our products and services up to date. So, if YOU got a new phone on launch day, we might assess the performance of your device to make sure that we're optimizing TAPP® and the TAPP Platform for it!

Similarly, when we release new versions of TAPP® and the TAPP Platform, we need to make sure it works well on different operating systems and devices. A lot of Content is created and shared every single day, so we also analyze the volume of Content to make sure we can deliver them all quickly and securely.

Personalize Your Experience & Give Things Context

No two people are the same, so we use some of your information to tailor your TAPP® and the TAPP Platform experience especially for YOU! For example, we personalize the Discover Feed Content YOU see — so if YOU watch a lot of sailing content, YOU might see more Content about sailing.

We can also personalize the Search screen to highlight content YOU might be interested in, and present YOU with a personalized overview of your Lists based on the location of your search.

We also use information to help give your Photos some context, based on where YOU are and what's going on around YOU! This includes stickers that can show the location, the time, the weather, or special features made for an event you're at. Also, we use this information to sort your Content, so they're organized for YOU based on when and where they were captured.

Reach Out to You

Sometimes we'll get in touch with YOU to give YOU a sneak peek of new features we're releasing, promotions, and other things like that. We mainly do this in TAPP® and the TAPP Platform, but sometimes we'll send YOU an email if it's really important. For example, when YOU request a copy of your data or reset your password. We also use your information to get back to YOU when you've reached out to our Support team. We definitely don't like spam ourselves, so we try to keep emails to a minimum.

Enforce Our Terms & Policies

This last category is legal. This usually is the most boring category, but it's an important one! In some cases, we use your information for legal purposes. For example, when unlawful Content is posted on TAPP® and the TAPP Platform or another one of our products and services, we may need to enforce our Terms of Service and other policies. In some cases, we may also share information to cooperate with law enforcement requests.